



**CITY OF ALHAMBRA
AGENDA REPORT**

CITY MANAGER APPROVAL: JB

DATE: March 26, 2018

TO: Honorable Mayor and Members of the City Council

SUBMITTED BY: Victoria Rocha, Management Analyst VR

SUBJECT: **RING REBATE PROGRAM FOR HOME SECURITY**

RECOMMENDATION:

Staff recommends that the City Council approve an allocation of \$10,000 to support a rebate program for homeowners toward the purchase of a Ring Video Doorbell or Security Camera, authorize staff to pursue a partnership agreement with Ring to establish and administer said rebate program; and direct staff to undertake the steps necessary to finalize Council's actions.

FACTS:

1. As crime rates, particularly burglary and theft, have risen throughout the San Gabriel Valley, staff is proposing a partnership with Ring, a home security company specializing in doorbell and surveillance cameras, to implement a rebate program for Alhambra residents. The City would offer a \$50 subsidy, which Ring would match with a \$50 discount, toward one Ring Home Security product per household from the approved list of items, resulting in a \$100 savings per item. This allocation will support 200 households in purchasing a Ring product.
2. All Ring Home Security Products enable residents to receive instant alerts on their mobile devices or PCs when the doorbell is pressed or the built-in motion sensor is triggered. The resident then has the capability to see, hear and speak with visitors.
3. The Ring program will debut at the Emergency Preparedness Fair on Sunday, April 8, 2018. Residents in attendance will be able to purchase a product using the rebate program. A utility bill and government-issued I.D. is needed to confirm proof of residency.
4. The rebate program will be available to Alhambra residents on a first-come, first-served basis starting April 8, 2018. Residents can email ring@cityofalhambra.org for more information.

FINANCIAL ANALYSIS:

Transfer \$10,000 from Management Services - Various Capital Outlay account 101.12.1210.98010 to account 101.12.1210.99605 - Residential Surveillance Grant Program.

ATTACHMENTS:

Approved Ring Products

With **Ring**, you're Always Home.

Starting Sunday, April 8th, 2018, at the Emergency Preparedness Fair, Alhambra residents can receive up to \$100 off a Ring Video Doorbell or Security Camera.

Visit www.alhambacitynews.com or email ring@cityofalhambra.org for more information.



Ring Home Security Products



Video Doorbell 2

Normally \$199
Subsidy Price \$99

Rechargeable battery pack and convenience that works on any home.

Features

Motion Detection
1080p HD Video
Night Vision
Rechargeable Battery Pack
Easy Install

Warranty

1 year on parts
Lifetime purchase protection



Video Doorbell Pro

Normally \$249
Subsidy Price \$149

Ultra slim design with advanced features. Requires an existing hardwired doorbell.

Features

Advanced Motion Detection
1080p HD Video
Night Vision
Optional Cloud Recording
Live View/ Video on Demand

Warranty

1 year on parts
Lifetime purchase protection



Floodlight Cam

Normally \$249
Subsidy Price \$149

HD security camera with floodlights and a siren alarm.

Features

Advanced Motion Detection
1080p HD Video
Night Vision
110 Decibel Siren Alarm
Two 3k Lumen LED Floodlights

Warranty

1 year on parts
Lifetime purchase protection



Spotlight Cam Wired

Normally \$199
Subsidy Price \$99

HD camera with two-way talk and spotlights, plugged-in for non-stop power and security.

Features

Advanced Motion Detection
1080p HD Video
Night Vision
110 Decibel Siren Alarm
LED Spotlight Strips

Warranty

1 year on parts
Lifetime purchase protection



Spotlight Cam Battery

Normally \$199
Subsidy Price \$99

HD camera with two-way talk, spotlights, and rechargeable battery pack.

Features

Motion Detection
1080p HD Video
Night Vision
110 Decibel Siren Alarm
LED Spotlight Strips

Warranty

1 year on parts
Lifetime purchase protection

\$100 off retail price for (1) device per household.

\$30 off retail price for additional devices up to (2) per household.

20% off retail price for accessories up to (3) per household.

The rebate program will be available for the first 200 households. Residents must show proof of residency (government ID and utility bill).

We're here to help you 24/7.

Our US based customer associates are available anytime, day or night. Contact us at 855-688-7756 or go to ring.com/help



City of
Alhambra

ring Always Home.